

For immediate Release

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Canadian Clothing Company To Relocate Corporate Headquarters In Columbus

Mayor Michael B. Coleman is advancing an incentive plan to City Council that would bring 80 new jobs to Columbus from Dorval, Quebec, Canada. La Senza, Inc., a subsidiary of Limited Brands, Inc. will relocate its headquarters to Columbus. La Senza, Inc. will move to 3 Limited Parkway and will invest \$1.2 million in building improvements, fixtures and furniture.

“We are thrilled that La Senza has chosen Columbus for its headquarters,” said Mayor Coleman. “We continue to fight for every job as we work our way out of this recession.”

La Senza was purchased in 2007 by Limited Brands and sells women’s clothing. The company’s first store opened in 1990 and has grown to include 320 stores throughout Canada and 487 La Senza and La Senza Girl stores are operated internationally in 45 other countries through its franchise-operated stores. The company has no employees or operations in the U.S. The administration is proposing to grant a 25 percent 5-year Job Growth Incentive to La Senza.

“Limited Brands is a worldwide leader in the apparel industry and we are proud to have another one of their companies call Columbus home,” said Councilmember Andrew J. Ginther, chair of the Economic Development Committee.

The project is expected to begin June 2010 with a scheduled time of completion for December 2010.